

# The Tucumcari News AND TUCUMCARI TIMES

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ISSUED EVERY THURSDAY

W. C. HAWKINS  
Editor and Business Manager

J. B. MILLER,  
Advertising Manager

The man who gets mad at what the newspaper says about him should return thanks three times a day for what the newspapers know about him and suppressed.

Any business is more respectable than what is termed loafing. A young man had better sell claims by the painful than hang around public resorts, murdering time and his own reputation.

Let us work and stimulate every legitimate enterprise by giving it all the friendly encouragement we can, and unite our industry, intelligence and capital in a common cause for the good of our town.

Some people never band in an item of news for publication, but if we happen to miss an item in which they are interested they are sure to hand us a north pole star that would freeze the liver out of a polar bear.

A Missouri editor refuses to publish obituary notices of people who living, failed to subscribe to his paper. He says: "People who do not take their home paper are dead anyway, and their mere passing away is of no news value."

When the common earth worm is cut in two, he won't make a fuss about it; but to the tail end will grow a head, and to the head end will grow a tail. There will be two worms instead of one. Misfortune often doubles our strength.

The News in printing the list of the members of the First State Legislature in last issue, inadvertently and unintentionally left out the name of one of the distinguished body, who is, it is to be hoped, to be one of the leading figures in the senate, that of the Hon. C. H. Alldredge, of Tucumcari. We hasten to apologize for the omission.

Few people have any idea what an incentive it is to both teacher and scholar to know that parents and outsiders are taking a lively interest in their work. We believe the "little folks" at school appreciate such interest more perhaps than the larger ones. Still the effect is not lost on any of them, and we hope every parent will take a hint from this and place the public school on their visiting list.

Every school boy knows that a kite will not fly unless there is a string tying it down. It is just so in life. The man who is tied down by a half dozen blooming responsibilities and their mother will make a higher and stronger fight than the bachelor, who having nothing to keep him steady, is always floundering in the mud. If you want to ascend in the world, tie yourself to somebody.

The insane desire to be handsome has made more than one of our other-wise sensible girls do some downright crazy thing. The powder and rouge smeared on the freckled face is too apparent a deception for the prudent young man not to see and with which he is disgusted. He hates the taste. A freckled face with common-sense is handsomer than the best powder can make the face.

Let us cultivate a public spirit and talk less and work more. Encourage our local authorities in making improvements. Speak up, speak well, talk encouragingly of our town and its bright prospects. It is these many little considerations that makes a town grow. Nature has showered upon us her choicest blessings, and with perfect unity and effort for the good of our common cause, great will be the result.

While doing some shopping in one of our grocery stores last evening we chanced to hear a little boy ask his father who that man was buying the beans. "That is our editor," said the father. "What do editors live on," said the inquisitive little urchin. "Why do you ask that question," said the indulgent father. "Because I heard you say you had taken our home paper for three years and had never paid a cent for it." To save the father embarrassment we left the store, but it is safe to predict that the child got spanked when the father got him home.

Read the News, the live wire paper

When a married man says he is nobody's fool he doesn't sometimes realize what a disrespectful way he is referring to his wife.

When you pull down the town in which is your home, you are pulling down yourself, and when you build up you are building up yourself and your neighbor. Try and banish from your mind the mistaken idea that all good things come to him who waits or are away off in some other locality. Give your town all the praise it can legitimately bear. It certainly will do you no harm and will cost you nothing; and above all patronize your home institutions—including the printing offices.

A beautiful girl is very likely to believe she was made to be looked at; and so she sets herself up for a show at every window, in every door, on every corner of the street, in every company at which opportunity offers for an exhibition of herself. And believing and acting thus she soon became a good for nothing else, and when she comes to be a middle-aged woman she is that weakest and most sickening of human beings—a faded beauty.

## STATE SENATOR ALLDREDGE

The Santa Fe New Mexican this week prints the picture of State Senator C. H. Alldredge of this city; also a brief biography. While it may seem a little like boasting, we want to say that the picture of the Tucumcari Senator is one of the best looking that the New Mexican has published. (Of course Representative Campbell is not included in this comparison).

Mr. Alldredge was born in Indiana, and is forty one years old. He was reared on a farm and taught school for some time. He studied law at the University of Indiana and was admitted to the bar in that state. He came west in 1900 and located at Mangum, Okla. He came to New Mexico in 1906 and located in Tucumcari, where he has since practiced his profession. He is a partner in the firm of Saxon & Alldredge. He is married and has two children.

## GOV. McDONALD

Though William C. McDonald, the new governor of New Mexico, has been in public life for a quarter of a century he is a comparatively unknown man, when it comes to the great majority of the people knowing him intimately. The impression the great mass of people have of him is superficial and general and it would be presumption to pass on his qualifications for the executive office. On the other hand a brief biographical outline might be given of what he has been and what he has accomplished; whom he has served and what honors have come to him. That will, in part, form a basis for present judgment. His inaugural address gives additional ground for gauging what manner of man this new executive is and what sort of official he will likely prove to be. Then there are his campaign utterances and the opinion that his friends and associates have of him, and from these the judgment is a favorable one.

It is likely that Governor McDonald will be safe and sane; that he will not engage in any wild political or economical experiments; that he has the welfare of New Mexico at heart. Much will depend on the men who will surround him as advisors, his official family, for therein lies the first test of executive ability to select men who can be trusted without being watched, men who have initiative and yet will not go off on a tangent, or are to serve and mere flatterers.

Governor McDonald may make himself very popular and yet not be a successful governor in the real sense of the word success; he may strengthen and build up his party and yet make a miserable failure of his administration; but if he rejects and discards policies because they are wrong and does things because they are right, he is bound to give his administration a name and fame that will outlive any mere evanescent popularity. And the people believe he will do it.

## THE REASON WHY

We were asked this week by a delinquent subscriber why we kept on sending the paper after the subscription date had expired. Every weekly newspaper in towns of this size are forced to do this. Should we stop subscriptions when time expires nine out of ten of the subscribers would give us a "call down" for insinuating that his credit was not good. Rather than to cast a reflection against the honesty of a subscriber to pay a small debt, it is next to a necessity for a home paper to continue sending the paper after the time has expired. It is not necessary for the city dailies or weeklies to follow this rule, as their subscribers live at a distance and are not personally acquainted with the editor as are so many of our subscribers. Our subscribers should deem it an honor to know that we do not doubt their integrity and continue to send them the paper after their time has expired. Should any desire their paper discontinued they should notify us and remit to date if they have not already done so.

Read the News, the live wire paper

## AD TALKS

Write this down where you will see it every day. The time to draw business is when you want business, and not when you have more business than you can tend to already.

If and ad. is well written and contains a good message, it makes just as interesting reading as any other part of the paper. And by the same token if your ads are well written they will be read by the subscribers.

It's a funny thing but the advertising solicitors who travel around trying to get patronage for their advertising schemes usually look up the merchants and business men who do not advertise in the newspapers. It seems that the others fail for it more rapidly.

It does not pay to advertise, say some merchants who have done but little of it, and that without keeping it up. The incident of the boy and the pump illustrates the matter very well. The boy was sent after a pail of water. He poured in the priming and poured out as much as he poured in. Then he stopped to rest and the priming ran down. After some time of alternating pumping and resting he concluded it did not pay to pump and quit in disgust. The merchant who does not believe in advertising does it like the boy did the pumping. He advertised a few weeks, then he stopped a while and allowed the people to forget him and his business before he advertised again and then concluded advertising didn't pay.

There are but few editors in our state who have not made a vigorous and continuous fight against the city mail order houses. This has been done in the interest of the home merchant, and without money and without price. If the editors of the land had received regular advertising rates for all they have said against these enemies of the country merchant they could now be wearing diamonds. Now the department store man appreciates advertising space and is willing to take all the average country editor has for sale, and at a good price. What other class of business or professional men would refuse business to help their friends, especially as many of said friends never seem in the least disposed to return the compliment or even appreciate it.

## THE SEE-SAW COLLAR

While the police department and the many able sleuths and citizens are giving their best detective ability to solving the reasons that underlie the dynamiting of a laundry in Pueblo, Colo., let us look at the thing from a purely Sherlock Holmes standpoint—let us away with clues and trails and nets and links in the chain, and all the dime novel stuff, and pick us out a "motive," the motive is as good as another, so let us take the primal requisite of a laundry and see if it has any bearing on the situation.

Since men became so prosperous that the rubber trust turned its attention to selling plantations in Mexico and quit the rubber collar trade, the collar with the saw-like edge has been the most irritating circumstance of modern civilization.

Men have fought for ladies fair, the McNamara dynamited from labor rancor and we got the Philippine Islands from too much love for humanity in Cuba and endless occupations.

To a mere novice in the Sherlock game these matters apparently have no bearing on the Pueblo laundry conspiracy, but alas! And then, just some more! The motive!

Did you ever put on a dress suit that adorned your form with all the grace of a wet dish rag hung on a barbed wire fence.

We pause not for the answer, but if you ever did you have become acquainted with the see-saw collar. Perhaps you went to the graduating exercises of your daughter or to a church social or a stag party, or just merely were a member of the choral society of took part in a home minstrel show.

At all events you remained for from four to six hours, sitting bolt upright mopping your brow now and then with a starched handkerchief and see-sawed on the collar.

Does the light dawn? You may have worn the collar more times than you should have and long after it was your duty to have thrown it away and bought a new one. You urge an extenuating circumstance that you wear evening clothes but seldom, and that evening clothes without a see-saw collar would be as tame as a Fourth of July without fireworks, but you do not excuse yourself on those grounds. The first thing you think of when the collar gets in its work is the laundry. You learn to hate a laundry.

The explosion in Pueblo occurred about 2 a. m. Have you ever gone to your home at 2 a. m. wearing a see-saw collar? If you have, the plot is complete. There is but one motive in a laundry. It is a see-saw collar.

Hoax—What would a sailer do if he should get sea sick? Hoax—"I suppose he'd throw us his job."

## COMMENTS BY THE EDITORS

### Spruce Up, Girls.

Columbus and the lower Mimbres valley have a rapidly increasing long list of attractive and accomplished ladies who prefix their signatures with "Miss." It may be a reflection on the men of this community to make this statement but the Courier has no apologies to offer in making the statement. It further reflects on the bachelors of this section when we remember it has been 31 long years since the ladies have had the privilege of taking the matter up for themselves. But now these charming creatures who are noted for having the last word, also may have the first word. Time alone will tell the results.—Columbus Courier.

### Recommended to Hoboes

Jailer W. G. Milligan is largely responsible for some marked improvement at the county jail. Several of the rooms have just been newly calomined and furnished with steel ceilings and the whole building has been thoroughly overhauled and cleaned. Mr. Milligan says that he now has the building in such a condition that he is not ashamed to show visitors over from top to bottom. He has succeeded remarkably well in putting an old and dilapidated building into good condition and the fact that he has been retained as jailer by Sheriff James is an assurance that good conditions will continue to prevail at the county bastille.—Socorro Chieftain.

### Oh, Be An Optimist

The big corner column of the new Waterbury building was sealed last week and in it were deposited various instruments of data regarding Columbus and the lower Mimbres valley which will be of much interest to those of the coming generation when the present handsome and commodious structure will have been razed to the ground at some future date to make room for a "sky-scraper" which will then be the type of building existing in the business section of Columbus.—Columbus Courier.

### Don't Scold Them

Every citizen can do his share toward putting his town upon the map or putting it upon the shelf. That so many towns are vegetating or dead is because so many of their people talked them down or refused to help them when opportunities offered. If every citizen would but consider himself an advertising agent to boom this town and in every way advance its interests the growth would be rapid and healthy.—Silver City Enterprise.

### Build An Ark

They are predicting high floods in the Rio Grande valley this spring, and urging the proper precautions against them. We do not share in the fears that have been expressed, but it might be just as well to fasten down your crop as much as you can keep your turkeys at close range, and make the chickens roost high. Perhaps the building of a few canoes and mud scows would be in order.—Las Alamos Citizen.

### Maybe it Suspended

During the year just passed the Index wishes to remind a certain public that it did not advise Christmas buyers to shop early, didn't claim to have elected or beaten anybody at election, didn't spell it Xmas and refrained from alleged witty reference to schedule K. All of which is respectfully submitted. No advance in subscription rates.—San Juan County Index.

### In Just Ten Years

The onward march of this new state is as sure as the seasons. Nothing can check the development of her resources. Ten years from today you will look back at the opportunity offered you of securing a homestead in New Mexico, and will say, "If I had only known!"—Quay County Times.

### Maybe It Rains, Yet?

The Durango Democrats had a glowing account of a mysterious English syndicate that is going to build a railroad from Clifton, Ariz., to Durango. A hotly vended is now huffing. Ain't it?—San Juan County Index.

### Silliness

"Do you believe in long engagements?" Cydus—"Sure, the longer a man is engaged the less time he has to be married."

## TWIN GOVERNORS ARE THE McDONALDS

Denver Paper Reveals a Remarkable Likeness Between Colorado Man and New Mexico Executive

That Governor McDonald of New Mexico and Ex-Governor McDonald of Colorado are alike as two peas is the statement made by men who have viewed both McDonalds and a recent issue of a Denver newspaper published the photos side by side. The similarity is remarkable and a Denver traveling man in the city yesterday corroborated the story. "The likeness is amazing," he said, "same sparse red hair, same nose, same mustache, same type of face exactly. I have seen Governor Jesse McDonald and Governor William McDonald and they might be twins."

## We Would Serve You

Do not think of the First National Bank as being merely a place to deposit your money. While the primary function of the bank is to safe-guard the public's funds, we feel that our obligation to the community requires a great deal more of this bank.

It is our desire to render to our patrons, every service and accommodation that can reasonably be expected from us. We want our customers to come to us freely when our advice will be of value. It frequently happens that our business experience enables us to make helpful suggestions in business matters and we are anxious and willing to do what we can for your best interests.

It is a pleasure to us to keep in close personal touch with those who depend upon us. We believe it to be the best interests of the patron as well as the bank, and we invite you to come to us often.

**First National Bank** CAPITAL \$50,000 SURPLUS 10,000

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PHONE 190

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WILLIAM TROUP, Proprietor